-2-

1. (Currently amended) A method for consumer prescribing of personal data preferences comprising the steps of:

a) coupling an electronic consumer device to a computer of a business;

b) accessing a personal data preferences program of the computer <u>by the consumer device for allowing a consumer to assign privacy options to different types of personal data collected and maintained by the business including a history of purchases from the business by the consumer, and to limit collection, use, and dissemination of the personal data in accordance with the privacy options</u> ~~by the consumer device~~;

c) recording <u>consumer selection of the privacy options</u> ~~personal data preferences identifying types of personal data of a consumer and privacy options associated with the personal data that limit collection, use, and dissemination of the personal data by the business as selected by the consumer~~ via the consumer device by the computer;

d) coding selected ~~personal data preferences~~ <u>privacy options</u> by the computer;

e) downloading coded ~~personal data preferences~~ <u>privacy options</u> to the consumer device by the computer;

f) transferring the coded ~~personal data preferences~~ <u>privacy options</u> to a consumer storage medium by the computer;

-3-

g) reading the coded ~~personal data preferences~~ <u>privacy options</u> from the consumer storage medium by a transaction computer during a transaction between the consumer and the business; and

h) limiting the collection, use, and dissemination of the personal data by the transaction computer in accordance with the coded ~~personal data preferences~~ <u>privacy options</u>.

2. (Previously presented) The method of claim 1, wherein step a) includes coupling the consumer device to the computer via an electronic network.

3. (Original) The method of claim 2, wherein the electronic network is the Internet.

4. (Currently amended) The method of claim 1, wherein step d) includes coding the selected ~~personal data preferences~~ <u>privacy options</u> into a barcode.

5. (Currently amended) The method of claim 1, wherein step d) includes coding the selected ~~personal data preferences~~ <u>privacy options</u> into a magnetic strip readable format.

-4-

6.   (Currently amended) The method of claim 1, wherein step f) includes transferring the coded ~~personal data preferences~~ privacy options to a magnetic strip on a card.

7.   (Currently amended) The method of claim 1, wherein step f) includes transferring the coded ~~personal data preferences~~ privacy options to a key flock.

8.   (Original) The method of claim 1, wherein the consumer device is one of a personal computer, a personal digital assistance, and a cell phone.

9.   (Currently amended) A method of encoding personal data preferences of a consumer for use during a purchase transaction comprising the steps of:

a) coupling an electronic consumer device to a computer of a business;

b) accessing a personal data preferences program of the computer by the consumer device for allowing a consumer to assign privacy options to different types of personal data collected and maintained by businesses including a history of purchases from the business by the consumer, and to limit collection, use, and dissemination of the personal data in accordance with the privacy options;

-5-

c) permitting the consumer to select <u>the privacy options</u> ~~personal data preferences identifying types of personal data~~ ~~of the consumer and privacy options associated with the~~ ~~personal data that limit collection, use, and dissemination of~~ ~~the personal data by the business~~ via the consumer device by the computer;

d) encoding selected <u>privacy options</u> ~~personal data~~ ~~preferences~~ by the computer; and

e) downloading encoded selected <u>privacy options</u> ~~personal~~ ~~data preferences~~ to the consumer device by the computer for later downloading to a transaction computer during the purchase transaction to limit the collection, use, and dissemination of the personal data by the transaction computer in accordance with the encoded selected <u>privacy options</u> ~~personal data preferences~~.

10. (Original) The method of claim 9, wherein the consumer device comprises one of a personal computer, a personal digital assistant, and a cell phone.

11. (Currently amended) The method of claim 9, further comprising the steps of:

f) transferring downloaded encoded selected <u>privacy</u> <u>options</u> ~~personal data preferences~~ onto a code storage device,

-6-

the code storage device being readable by the transaction

computer ~~a retail terminal~~ during a purchase transaction; and

g) reading the downloaded encoded privacy options

~~personal data preferences~~ from the consumer storage medium by

~~a~~ the transaction computer during the purchase transaction.

12.   (Original) The method of claim 11, wherein the code

storage device comprises one of a key flock, access card, and

a barcode.

13.   (Currently amended) The method of claim 9, wherein step

d) includes:

encoding the selected privacy options ~~personal data~~

~~preferences~~ into a barcode format.

14.   (Currently amended) The method of claim 9, wherein step

d) includes:

encoding the selected privacy options ~~personal data~~

~~preferences~~ into a magnetic strip readable format.

15.   (Previously presented) The method of claim 9, wherein

step a) includes coupling the consumer device to the computer

via a network.

-7-

16.   (Original) The method of claim 15, wherein the network comprises the Internet.

17.   (Currently amended) A system for prescribing personal data preferences comprising:

a processing unit;

a network interface in communication with the processing unit and operable to be coupled to an electronic network; and

memory in communication with said processing unit and containing a plurality of instructions which, when executed by the processing unit, cause (a) an electronic consumer device to access a personal data preferences program via the electronic network, the personal data preferences program being operable to allow a consumer to assign privacy options to different types of personal data collected and maintained by businesses including a history of purchases by the consumer, and to limit collection, use, and dissemination of the personal data in accordance with the privacy options; (b) allow a consumer via the consumer device to select personal data preferences the privacy options identifying types of personal data of the consumer and privacy options associated with the personal data that limit collection, use, and dissemination of the personal data by the business; (c) convert selected personal data preferences privacy options

-8-

into a personal data model; (d) code the personal data model

in a format readable by a retail terminal during a purchase

transaction to limit the collection, use, and dissemination of

the personal data by the retail terminal; and (e) transmit a

coded personal data model to the consumer device, wherein the

consumer device is operable to transfer a received coded

personal data model onto a personal data preferences storage

medium of the consumer.

18.   (Original) The system of claim 17, wherein said consumer

device is one of a personal computer, a cell phone, and

personal digital assistant.

19.   (Original) The system of claim 17, wherein the coded

personal data model is encoded into a barcode format.

20.   (Original) The system of claim 17, wherein the coded

personal data model is encoded into a magnetic strip format.